

The project ends, the results remain!

In the coming days, the MeLi for Parents project truly comes to a close.

They have been years of intense and passionate work, during which the partners have faced the additional challenges posed by the health emergency. In the end, we can say that the teamwork paid off and overcame every obstacle, coming to the development of important training tools to promote media literacy among parents of school-age children.

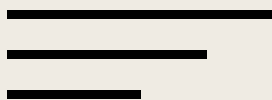
The presentation of activities and results achieved during the project has made use of numerous public occasions, mainly online but during the last few months also in presence. In each country involved in the project the partners have done everything in their power to spread the knowledge of what has been achieved, testing in the field and illustrating to their local stakeholders the contents of the training programme for parents, the supporting web application with over 400 activities in the field of media education (available through the website meli4parents.eu), and the Guide for parents and educational institutions.

In the last few weeks in each country the so-called "multiplier events" took place, consolidating the knowledge of the final results in view of a future sustainability and transferability in EU-27 area.

In **Poland**, the country where the project coordinator Map of Passions Foundation operates, the final event took place a few days ago. On March 26, in Spała (Central Poland), the conference "Media Literacy for Parents" involved about 80 parents from different regions of the country. During the conference, opened by the head of the commune of Inowódz, Map of Passions presented the results of the project, also providing each participant with a printed copy of the Guide. The event was an opportunity to discuss the challenges of media education in the times of the COVID-19 pandemic and remote education, and to talk about new trends, opportunities and threats present in the digital world. Two experts participated in the conference: Elżbieta Manthey, president of the Development Through Life Foundation, who led a discussion panel on media education for parents, and Łukasz Wojtasik from the Empowering Children Foundation, who gave a lecture on screentime rules.

On March 27, the conference participants, using mobile devices, took part in an outdoor family game in Spała, solving puzzles and performing tasks to consolidate the knowledge acquired thanks to the materials created as part of the MeLi project.





Before that, the other countries where the project partners are based have also experienced similar moments: in **Greece** the multiplier event was organized online quite a long time ago, in the framework of the 3rd International Conference DISCUSS LEARNING 2021 "Learning in the Digital Era", held in October 2021. The event was widely promoted and the result of the promotion campaign was a large number of registrations, with 230 participants. Zoe Batsi, Project Manager at IDEC, introduced the project activities and outputs, then leaving the

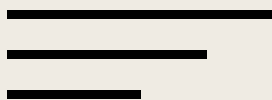
floor to Louiza Kachrimani, Project Manager at HeartHands Solutions, Cyprus, who gave participants the chance to try the digital application ML4P. In continuation, Katerina Chrysanthopoulou, Media Literacy researcher in Aristotle University of Thessaloniki (Α.Π.Θ), presented the parents' training in communication media, Ersi Niaoti presented the 'Parent Education in Creativity - Creative Parents', and Eirini Gkotsi talked about 'Fighting Fake News & Disinformation'.



In **Cyprus** as well, the partners Emphasys Centre and HeartHands Solutions successfully organised their Multiplier Event last October at the Cyprus International "Education and Career" Exhibition 2021. The event was organized by the Ministry of Education, Culture, Sports and Youth, the Cyprus Chamber of Commerce and Industry (CCCI), the Cyprus Employers and Industrialists Federation (OEB) and the European Office of Cyprus (EOC), in cooperation with the British Council Cyprus.

The EduFair is the biggest event organised in the field of education and training in Cyprus as around 10.000 people attend it every year. Among the attendees, parents, students and adult educators had the opportunity to get to know more about the MeLi for Parents project and got to know the training material, the web application, and learned more about media literacy. Emphasys and HESO disseminated the project using all the relevant material that was designed for the needs of the fair, such as banners, leaflets, presentations, lists etc.





In **Bulgaria**, the local partner E-Business Academy has organized several online presentation moments of the project, starting in October 2021. Then, on March of this year, with the easing of the constraints imposed by the pandemic, it was possible to hold an in-person multiplier event.

During the first part of the event, the project manager Gergana Deenichina presented the project, the results, the topics of the training program and the web-app.

The second part instead, was dedicated to playing around with questions and activities from the web-app and discussion on fake news, and how media target people's emotions.

During the final discussion, one of the participants told to be involved in a very popular morning show on the Bulgarian national TV, and she invited Gergana Deenichina to give a presentation of the project. It will happen around end of April or May 2022, and it will be a special opportunity to inform an XXL audience!



During the project, the partner European Digital Learning Network, based in **Italy**, organized two webinars dedicated to the stakeholders of all the countries involved in the project, with the aim of keeping them informed about the development of the activities.

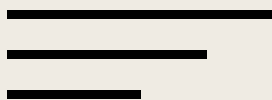
The actual multiplier event was then scheduled in the final weeks of the project and was held in presence, in Turin, on March 15th.



Teachers, trainers, representatives of the parents' associations, parents themselves, psychologists and socio-pedagogical operators have been invited, in order to give maximum dissemination to the project results. At the end, forty stakeholders attended the event, including some Spanish operators who were not expected but who, being in Turin in the period in which it took place, were invited and were able to appreciate the work done.

The objective of the multiplier event was to illustrate to the stakeholders the potentialities and the ways to use the training and knowledge tools that the partners have developed within MeLi for Parents. Moreover, the location of the conference within the structure that houses the Institute of the Deaf responds to a logic of involvement of stakeholders who habitually work with people affected by a particular form of disability, which makes even more important the need to generate awareness of the dynamics related to the digitization of the media.





Last but not least, the European Parents Association, as a transnational partner based in **Belgium** and active in many European countries, has dedicated a significant part of its activities in recent years to MeLi for Parents, putting the project constantly at the center of attention in its general meetings and other events held online.

Moreover, on January 31, EPA hosted in Brussels the final international conference of the project, inviting as official speakers prominent figures engaged for years in the study of social phenomena associated with media literacy issues.

But that's not all: a few days ago, on March 18th, EPA held another webinar to present the outputs of the Media Literacy for Parents project, that have all been pilot tested and met with great interest from the target audience. Going a bit beyond the specific topics that the MeLi for Parents project addressed, the webinar offered the many stakeholders some interesting thoughts on media literacy in general and its development.



At the opening, Gabriela Ruseva presented additional All Digital Weeks events and projects, followed by a thought-provoking keynote by Sonia Livingstone from the London School of Economics and Political Science. Livingstone presented the results of her research on parents' different reactions to new challenges and the struggle to cope with the rapid development of technology. Martina Di Ridolfo then spoke about the lack of preparation of teachers and their need for support and training to acquire digital skills, while Georgi Dimitrov, on behalf of the European Commission, stressed the importance of shared responsibility among stakeholders and the need for cooperation as outlined in the Digital Education Action Plan.

With this last round of dissemination events completed, the MeLi for Parents consortium can now really leave the baton to future initiatives on the promotion of media literacy.

However, the training tools developed by MeLi for Parents will remain available in the coming years for all those interested in using them. The instructions for access are very simple: keep following our website **meli4parents.eu**, where you will find everything!

